

37TH
**GREAT LAKES
BOATING
FESTIVAL**
MAY 16 & 17, 2026
Grosse Pointe Yacht Club



Sponsorship Opportunities

Show Information

The Great Lakes Boating Festival is a long-standing tradition in southeast Michigan at the prestigious Grosse Pointe Yacht Club. The show is the largest spring in-water show in the region featuring boats up to 80 feet.

Nearly 4,000 guests attend the event over the two-day show.

Attendee demographics mirror the Grosse Pointe Yacht Club membership: Affluent adults, ages 35-45, with a household income above \$250,000, that are seeking an active lifestyle for their families.

Contact

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The Great Lakes Boating Festival is produced by the Michigan Boating Industries Association

Sponsorship Information

Sponsorship investments start at \$2,500

Deliverables include:

- Recognition to 49,000 opt-in boating consumers
- Recognition to Yacht Club Members with a detailed message about your product/service
- Premier space at the event
- Exclusive category packages are available
- Social Media Mentions
- Hang Sponsor Banners
- Sponsor Announcement in Press Release
- Industry Exposure via MBIA Membership
- Complimentary tickets to exclusive preview party with prominent Yacht Club guests.

